

IN THE CLAIMS:

Claims 1, 2, 5-7, 10, 12, 13, and 16 have been amended; claims 21-27 have been added as follows:

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DI 1. (Currently Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, [[and]] or a famous name in a Web page on the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name based on the at least one trademark, tradename, celebrity name, or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; and

providing search results of identified matches in the contents of the Web page corresponding to the search string [in the contents of the Web page of the URL address] , wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string.

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2. (Currently Amended) The method of searching and reporting according to claim 1, wherein the ~~search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text~~ at least one character string is a number of the identifying matches within the category.

3. (Previously Presented) The method of searching and reporting according to claim 1, wherein the at least one trademark, tradename, celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

4. (Previously Presented) The method of searching and reporting according to claim 1, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page.

5. (Currently Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, ~~[[and]]~~ or a famous name in a Web page on the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, or famous name entered by the user;

automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, or famous name entered by the user;

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receiving a URL address of the Web page on the Internet to be searched;  
accessing and searching contents of the Web page of the URL address received  
for matches in the contents of the Web page corresponding to the search string,  
wherein the searched contents includes elements other than only a domain name; and  
providing search results of identified matches in the contents of the Web page  
corresponding to the search string [in the contents of the Web page of the URL  
address] , wherein the search results are extracted from the Web page, categorized,  
and formatted in a report, each category including at least one character string  
corresponding to a number of occurrences of the identified matches within the category,  
the category selected from the group consisting of a meta-tag, a hidden text, a text, a  
title, a hyperlink, and an image text, and wherein the report displays the at least one  
character string.

6. (Currently Amended) A system for searching and reporting an incidence  
of at least one of a trademark, a tradename, a celebrity name, [[and]] or a famous name  
in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an  
input from a user of the at least one trademark, tradename, celebrity name, or famous  
name to be searched in the Web page on the Internet, to automatically create a search  
string including the at least one trademark, tradename, celebrity name, or famous name  
based on the at least one trademark, tradename, celebrity name, or famous name  
received from the user, to receive a URL address of the Web page on the Internet to be  
searched, to access and search contents of the Web page of the URL address received

DI for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches in the contents of the Web page corresponding to the search string [in the contents of the Web page of the URL address], wherein the searched contents includes elements other than only a domain name, and wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string.

7. (Currently Amended) The system for searching and reporting according to claim 6, wherein the ~~search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text~~ at least one character string is a number of the identifying matches within the category.

8. (Previously Presented) The system for searching and reporting according to claim 6, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

9. (Previously Presented) The system for searching and reporting according to claim 6, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page.

10. (Currently Amended) A system for searching and reporting an incidence

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of at least one of a trademark, a tradename, a celebrity name, [[and]] or a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet, to automatically create homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, or famous name received from the user, to automatically create a search string including the at least one trademark, tradename, celebrity name, or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, or famous name received from the user, to receive a URL address of the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches in the contents of the Web page corresponding to the search string [in the contents of the Web page of the URL address], wherein the searched contents includes elements other than only a domain name, and wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string.

11. (Original) The system for searching and reporting according to claim 6, further including:

a remote computer system connected to the computer system via the Internet for accessing the software program.

12. (Currently Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, [[and]] or a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name based on the at least one trademark, tradename, celebrity name, or famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; and

instructions for providing search results of identified matches in the contents of the Web page corresponding to the search string [in the contents of the Web page of the URL address], wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character

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string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string.

13. (Currently Amended) The software program according to claim 12, wherein the ~~search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text~~ at least one character string is a number of the identifying matches within the category.

14. (Previously Presented) The system for searching and reporting according to claim 12, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

15. (Previously Presented) The system for searching and reporting according to claim 12, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page.

16. (Currently Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, ~~[[and]]~~ or a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

instructions for automatically creating homonyms and phonetic equivalents of the

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at least one trademark, tradename, celebrity name, or famous name received from the user;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, or famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; and

instructions for providing search results of identified matches in the contents of the Web page corresponding to the search string [in the contents of the Web page of the URL address], and wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string.

17. (Previously Presented) The method of searching and reporting according to claim 1, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and



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images.

18. (Previously Presented) The method of searching and reporting according to claim 5, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

19. (Previously Presented) The system for searching and reporting according to claim 6, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

20. (Previously Presented) The software program according to claim 16, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

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21. (New) The method of searching and reporting according to claim 5, wherein the at least one character string is a number of the identifying matches within the category.

22. (New) The system for searching and reporting according to claim 10, wherein the at least one character string is a number of the identifying matches within the category.

23. (New) The system for searching and reporting according to claim 1, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

24. (New) The system for searching and reporting according to claim 5,

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25. (New) The system for searching and reporting according to claim 10, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

26. (New) The system for searching and reporting according to claim 12, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

27. (New) The system for searching and reporting according to claim 16, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

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